Heyzap SDK integration guide

Main Menu Check-in

Having a check-in button on the main menu is essential. Most of the check-ins to your game will come from this placement. This will boost the visibility, and install rate of your game.
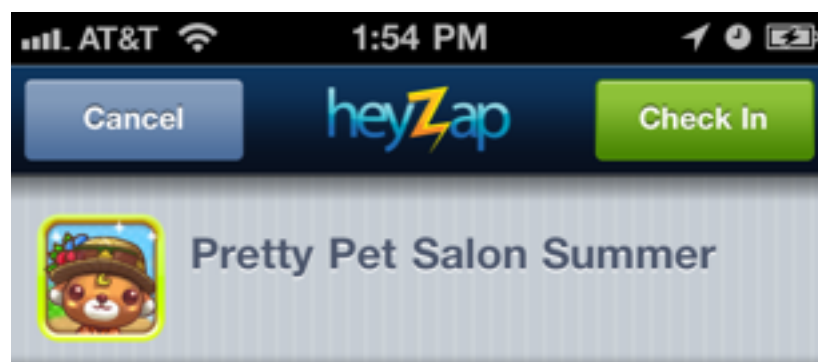

Make sure the button is:
- large enough to be seen easily
- not stretched
- placed in free space (perhaps in the bottom right or bottom left of the screen)

Main Menu Check-in

Pre-fill the text box with the message you want the user to post out to Heyzap, Facebook & Twitter.

The more engaging the check-in is, the more users will click through to install the game.
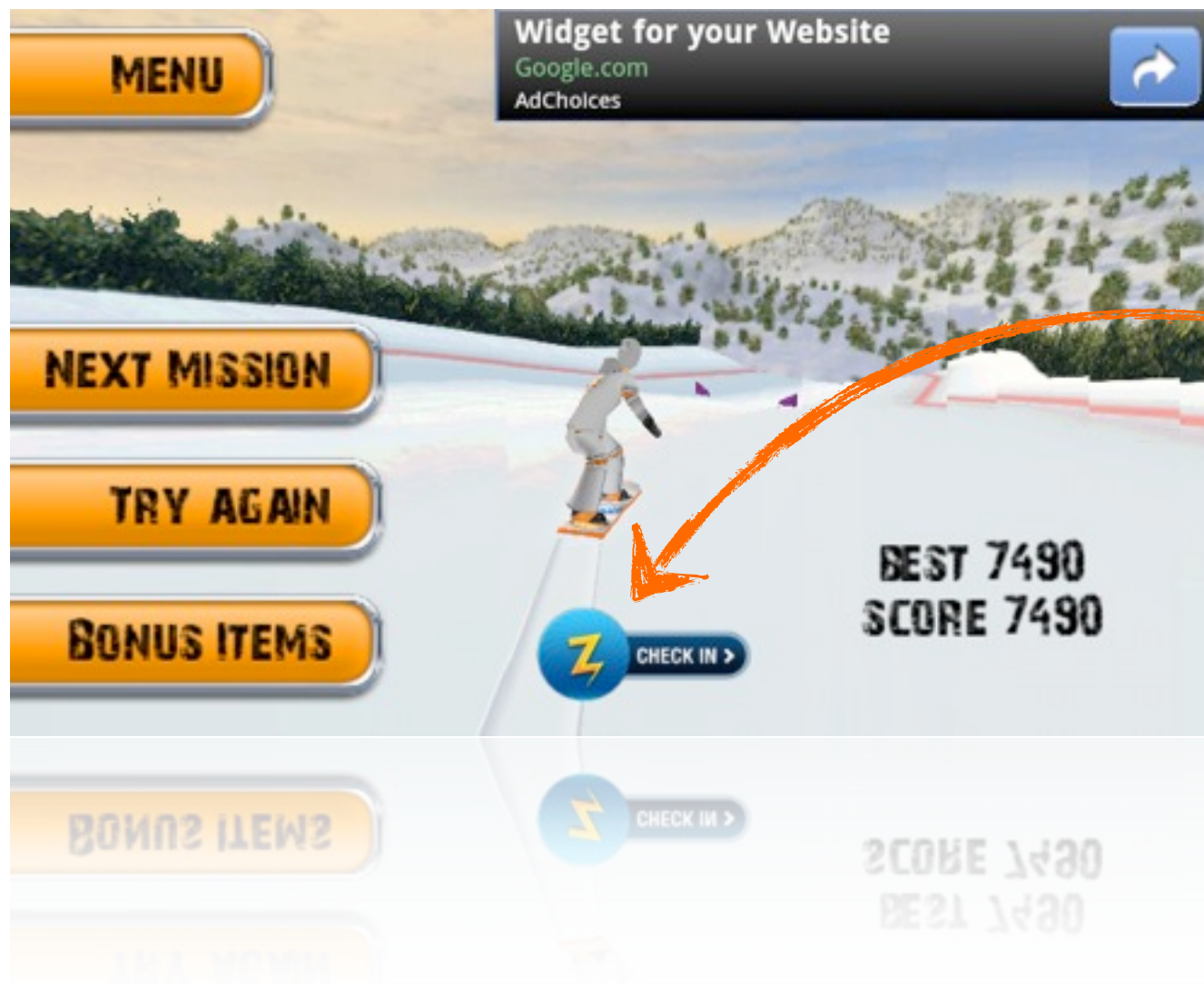
By mentioning which game the user is playing and emphasizing that others should install it will create an engaging check-in.

Post Level Check-in

Having a check-in button on the post level menu can boost the amount of check-ins your game receives. Some games have seen a 100% increase in check-ins by adding a post level check-in option.
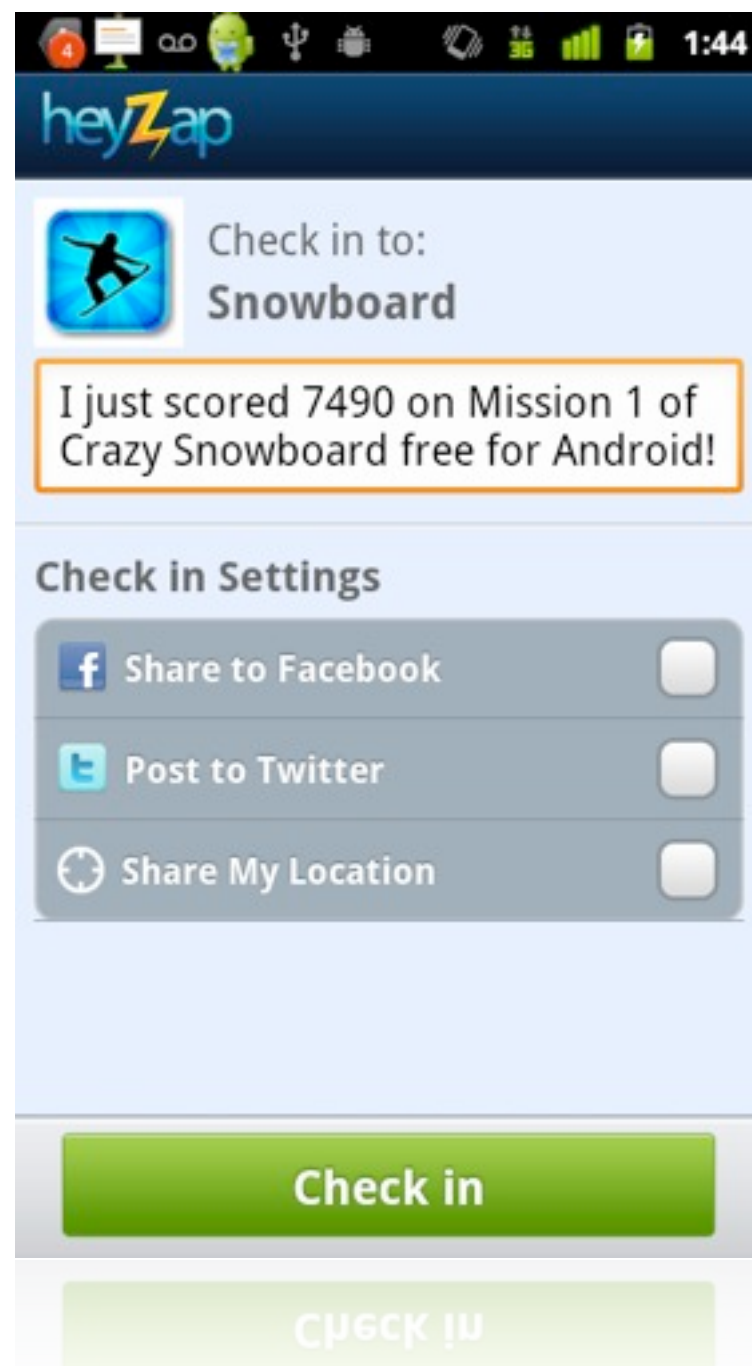
Make sure the button is:
- large enough to be seen easily
- not stretched
- placed in free space

Post Level Check-in

Pre-fill the text box with the achievement or message you want the user to post out to Heyzap, Facebook & Twitter.

The more engaging the check-in is, the more users will click through to install the game.

By pre-filling the post level check-in text box, it will make the check-in more engaging to other users on Heyzap, Facebook and Twitter.

For example pre fill with:
- Score
- Level Number (that has been completed)
- Level Number (that has been unlocked)
- Unlocked Achievement

Non Optimal Integrations

CORRECT BUTTON

No 'check-in' text on button. New users don't no what feature is. Your game gets less check-ins.

SIZE

The check-in button is too small. Few users will see this and your game will get less check-ins.

SPACING

Button is in a cluttered location. A lower amount of users will se it and the game will get less check-ins.

PLACEMENT

Button is hidden by advert. A lower amount of users will se it and the game will get less check-ins.
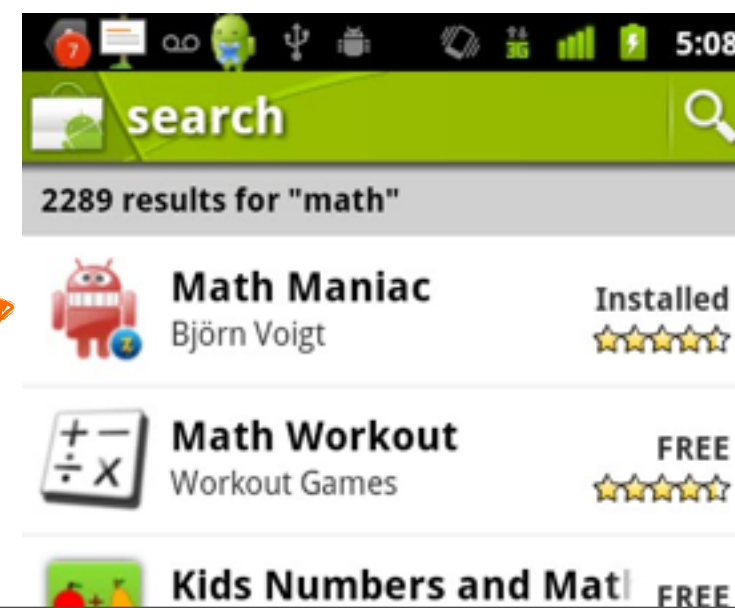
Heyzap Icon

Promote the Heyzap social features you have integrated and give your game an edge over similar games competing for installs.

Make sure to add it to both the web and mobile version of your icon.

Boost Installs:
- Draw more attention to your game in the market
- Let Heyzap users know you have the feature
- Promote the fact you are part of the Heyzap community

Contact

When you have finished integration, be sure to send a test build to:

integration@heyzap.com

This will allow the team ensure your game is taking full advantage of the Heyzap features.

If you have any questions in regard to the integration be sure to send your query to the above address.